

That which is claimed is:

1. A commodity sales number forecasting system for calculating a forecast sales number of a commodity at each shop for the commodity sold in a group of shops within a predetermined district, comprising:

5 a district sales number forecasting section for calculating the forecast sales number of a commodity within said predetermined district for each unit advertising district residing within said predetermined district and making the sales promotion activity at the same time employing the predetermined advertising medium; and

10 a shop sales number forecasting section for calculating the forecast sales number at each shop by distributing the forecast sales number of said commodity in said unit advertising district to each shop within said unit advertising district.

2. The commodity sales number forecasting system according to Claim 1, wherein said district sales number forecasting section comprises:

15 a district ratio calculating portion for calculating a forecast sales number ratio of the forecast total sales number of said commodity at said shop within said unit advertising district to the forecast total sales number of said commodity in said group of shops within said predetermined district; and

20 a district sales number calculating portion for calculating the forecast sales number of said commodity in said each unit advertising district from the forecast total sales number of said commodity at the shop within said predetermined district and said forecast sales number ratio.

3. The commodity sales number forecasting system according to Claim 2, wherein said commodity consists of a plurality of kinds of unit goods, said district sales number calculating portion acquires a ratio of the commodity sales number of said plurality of kinds of unit goods to the forecast total number of visitors coming to said group of shops and calculates the forecast total sales number for each of said unit goods in said group of shops from said ratio and

4. The commodity sales number forecasting system according to Claim 1, wherein said district sales number forecasting portion calculates the forecast sales number of said commodity by referring to the past achievement of commodity sales when performing the sales promotion activity.

5

5. A commodity sales number forecasting system comprising:  
a district purchasing trend forecasting section for calculating a forecast index representing a customers' purchasing trend for each commodity in each unit advertising district performing sales promotion activity at the same time by means of a predetermined advertising medium;  
10 a shop purchasing trend forecasting section for calculating a forecast ratio of said forecast index at a predetermined shop within said unit advertising district to said forecast index in said unit advertising district; and  
a shop commodity sales number calculating section for calculating the forecast sales number of said commodity at said predetermined shop on the basis of the said forecast index, said  
15 forecast ratio and the forecast number of visitors coming to said predetermined shop.

6. The commodity sales number forecasting system according to Claim 5, wherein said shop purchasing trend forecasting section calculates said forecast ratio by comparing a ratio of said forecast commodity sales number in said unit advertising district calculated on the  
20 basis of the past achievement to the forecast number of visitors and a ratio of the forecast commodity sales number at said predetermined shop to the forecast number of visitors.

7. The commodity sales number forecasting system according to Claim 5, wherein said shop purchasing trend forecasting section calculates said forecast index at said  
25 predetermined shop by referring to the past achievement of commodity sales when performing the sales promotion activity.

8. The commodity sales number forecasting system according to Claim 5, wherein the forecast number of visitors coming to said predetermined shop is calculated from a forecast sales amount at said predetermined shop and a forecast average visitor unit price that are determined on the basis of the past achievement.

5

9. A commodity sales number forecasting method of calculating a forecast commodity sales number in each unit district within a predetermined district where a plurality of unit districts are grouped by the use of a computer, comprising:

10 a first step of calculating a forecast total commodity sales number within said predetermined district;

a second step of calculating a forecast ratio of a forecast commodity sales number per unit visitor number in said unit district to a forecast commodity sales number per unit visitor number in said predetermined district; and

15 a third step of calculating a forecast commodity sales number within said unit district using said forecast total commodity sales number and said forecast ratio.

10. The commodity sales number forecasting method according to Claim 9, wherein said unit district is set up as the district performing the sales promotion activity at the same time using a predetermined advertising medium.

20

11. The commodity sales number forecasting method according to Claim 9, wherein the past data of the commodity sales number within the predetermined district is stored in a storage device, and said first step further comprises reading the data of the commodity sales number in the past term having the same property as the term to calculate the forecast commodity sales number in said unit district from said storage device and calculating said forecast total commodity sales number on the basis of said data.

25

12. The commodity sales number forecasting method according to Claim 9, wherein the past data of said forecast ratio is stored in a storage device, and said second step further comprises reading the data of the ratio of the commodity sales number per unit visitor number in said unit district to the commodity sales number per unit visitor number in said  
5 predetermined district in the past term having the same property as the term to calculate the forecast commodity sales number within said unit district and calculating said forecast ratio on the basis of said data.

13. A computer program product for calculating a forecast commodity sales  
10 number at a shop, said computer program being executed on a computer comprising:  
a first unit for calculating a forecast ratio of the commodity selling index at said shop to the commodity selling index within a unit district to which said shop belongs;  
a second unit for acquiring a forecast value of said commodity selling index within said unit district;  
and  
15 a third unit for calculating a forecast value of said commodity selling index at said shop from the forecast value of said commodity selling index acquired by said second unit and said forecast ratio calculated by said first unit and calculating the forecast commodity sales number at said shop on the basis of said forecast value.

20 14. The computer program product according to Claim 13, wherein said commodity selling index is the commodity sales number per unit visitor number.

15. The computer program product according to Claim 13, further comprising a fourth unit for displaying said commodity selling index calculated by said third unit on a display  
25 screen, and a fifth unit for modifying the calculated result of said fourth unit on said display screen.

16. The computer program product according to Claim 13, wherein said first unit comprises calculating said forecast ratio for a predetermined commodity by referring to an achievement ratio of the commodity selling index at said shop to the commodity selling index within the unit district to which said shop belongs for the predetermined commodity or its similar commodity from the past achievement data of commodity sales.

17. A storage medium storing a computer program being executed on a computer in a readable format, said computer program comprising:

a unit for calculating a sales number of a commodity to be sold within a predetermined district;

a unit for calculating the sales number of the commodity to be sold in each of unit districts constituting said predetermined district from said commodity sales number,

a unit for calculating the sales number of the commodity to be sold at each shop within said each unit district from the sales number of the commodity to be sold in said each unit district;

a unit for transmitting the calculated sales number of the commodity to be sold at each shop to said each shop; and

a unit for determining the sales number of the commodity to be sold at said each shop on the basis of the returned result of the forecast sales number of the commodity that is sent back from said each shop.